



Mission:

Preserve Fredericksburg's historic fabric and rich cultural history while encouraging a thriving economic future.

Vision:

Fredericksburg's downtown is a place that balances historical identity with a strong modern presence.

2017 GOALS:

1. Strengthen Funding Stability

FVMs will develop and implement a sustainable funding strategy to ensure organizational stability, this will allow our organization to support projects that maintain and increase the economic vitality of the Main Street District.

2. Broaden Community Engagement

a. FVMS will increase community engagement that will result in new and improved partnerships and community education. The overall goal is to transform stakeholders (those who [benefit from our activities](#)) into active partners ([those who contribute to our activities](#)). Contributions shall be defined both as monetary as well as in kind.

3. Create vibrancy through historic preservation

The preservation and enhancement of the Main Street district will help to preserve the historic integrity of Fredericksburg, VA and provide a rich cultural foundation for the community and for the long term success of our organization.

Current Projects:

- Face the River – private and public project for 3 blocks on the River
- Downtown Planters
- Open Late Initiative
- Holiday Lights
- Educational Classes
- Gift Card Program
- Fundraising Plan implementation
- Promotion support for events
- Continuation of Branding
- Ongoing partnerships with UMW Historic Preservation and Center for Economic Development, Historic Fredericksburg Foundation Inc., Central Rappahannock Regional Library and numerous City departments.

Fredericksburg VA Main Street Inc. Vision Picture Statement

Our district in the year 2025 after a decade of successful effort by the Fredericksburg VA Main Street Inc.

The first thing you realize upon entering historic downtown Fredericksburg is that it's an honest-to-goodness community. People actually live here, they know each other, and they have worked together for generations to bring out the best in this place. People have been calling Fredericksburg their home for over 300 years, and the remarkable thing is how seamlessly this history has been blended into contemporary life on the banks of the Rappahannock.

Passing through these city blocks, it's obvious that they're rich with culture. Playful murals and modern sculptures peek out between Antebellum storefronts and majestic church towers. Well-preserved historic buildings make up the bones of downtown: every flower and tree-lined street hosts a smorgasbord of independent shops, studio galleries, service boutiques, and professional offices – each with their own unique charm – that somehow fit together into an organic whole. Market Square is a community gathering place ready for a variety of art and cultural opportunities. Monuments, markers, and tour guides tell the tales of our more famous residents from James Monroe to James Farmer. There's a variety of activities to keep one's interest: take a show in at our local theater, visit a pocket park, listen to a nearby busker, and lay a blanket amongst the crowd at Riverfront Park for an outdoor entertainment. Convenient information kiosks and the Main Street Initiative's online services make it easy to know what's happening.

And the food! Early morning trips to the farmer's market, sidewalk café lunches, or fine dining with friends, the options are as tempting as they are overwhelming. Cuisines run the gamut, but there's a common focus on well-sourced ingredients and culinary experimentation. Butchers, bakers, and breweries abound; between them and a few well-stocked stores, it's easy to get the grocery shopping done without leaving downtown. Even commuters rushing home from the VRE can grab a quick bite at the food trucks lining the train station.

When you need to get out, you don't need to go far. Miles of trails pass through downtown, just the thing for jogging, bicycling, or walking the dog. Fredericksburg is one of best urban settings for paddling, fishing, and nature-watching, use one of the many downtown launch ramps to get out on the river and see for yourself. Pack a picnic lunch with the kids and head up to a park to catch an afternoon performance or ride down to the botanical gardens for a longer sojourn. For a more relaxing perspective of the city, try the trolley tour, paddle boat cruise, or a romantic horse-drawn carriage ride.

It really is amazing how every little piece of downtown is an open invitation to enjoy yourself. It's the kind of thing that can only happen with long-term vision, broad collaboration, and purposeful innovation, and people have invested their lives here to reap the fruits of such labor. Most residents are rightfully proud of this city they call home, they have taken it upon themselves to be a spokesperson for it, and their constructive optimism shines through with every interaction ("I can spend the whole day downtown just making a list of things I want to do next time I come here" is a phrase they love to hear from visitors). Stroll along the vibrant streets, ride along the ubiquitous bike lanes, or linger in the parks. Take in the sights, sounds, smells, and traditions that make downtown your community. Be sure to say hello to the people that you meet. Each one is a keeper of the city – that extraordinary and wonderful place called Fredericksburg.

This vision picture statement resulted from a diverse group of Downtown stakeholders, over 90 in numbers, coming together and sharing their thoughts on the future of Downtown Fredericksburg in 2014.



In the next steps, this vision will help craft the branding of Downtown along with the projects for the next few years for the Fredericksburg VA Main Street Inc.

FVMS PO Box 7275 Fredericksburg, VA 22404 540.479.1595
info@fredericksburgmainstreet.org www.fredericksburgmainstreet.org